Corres Mgt
    annual cost of Fed Recds $4 billion
        making records 70%
        keeping   "   29.2%
        disposition   9.8%

2½ million Fed employees on Fed rolls excl of military

Records cmost commonly created

| corres | annual cost | $1 billion | possible savings | $75 million |
| reports | " | 745 million | " " | 50 million |

letter writing about 1 billion yearly produced

Typical corres cost (based on 20,000 letters in thousand $)
        300 words   dictated & typed   29.7
          "   guide letters   7.6
          "   form printed   1.8

    Common weaknesses in govt letter writing
        sentences too long
        paragraphs too long
        long and unfamiliar words
        technical & legal terms
        passive verbs
        too few form letters
        too few guide letters
        too many letters filed

Fed Prop Mgt Regs--regulatory stmt of GSA setting up corres in agencies.
In 1960 corres manula written by 23 agency people about 70% govt agencies bought
the manua. Intent was to kill vaious books in all agencies.
1967 manual intending to influenee letterwriting thruout goveernment.

    Corres mgt uses a 12 point attack
        more plain letters   less review
         "   form   "   use window envelopes
         "   guide "   use govt wide style practices
         "   dictated "   make use of memos & endorsements
        fewer copies of letters   more stds for corres supplies
                                        more automation in letter production

Points to remember in stdzing corres practices
        arrangement of paras, assembling for signature, determine stationery
        labelling encls, capitalization, punctuation, use of file numbers,
        serial numbers and accepted abbrvs. show how to date letters.

Permit letters to go w/p becoming editors. don't nitpick; don' change because
it is not the way you'd say it. Chg only if not correct or well written.

Lower level of persons authorized to sign
        to co-equal addressees
        to person technically resp for subj matter
        to person in org to commit the action

Use window envelopes--each saves 2¢ each time; helps not matching envel w/ letter.
  no need to type address on letter and envelope
Can save money by using only 2 lines w/o box for franking envelopes

Stds for corres supplies
    pre-inserted carbon sets
    reproduction masters
    self mailers
    continuous stationery
    typewriter ribbons
    color of paper

Cpy happy writer makes extra copies, scatters cpies to all interested people.

GSA can elp by providing tech advice
                participating in studies
                equip and supplies stds
                assisting in trng courses

Cost of letters 175 word letter   salary GS 5
                      half page

dictated to steno	$1.05 to 3.65	29 mins
dictated to machine	.90 to 3.40	25 mins
guide ltr	.30 to .45	9 mins
form ltr	.12 to .25c	3 mins

Fog count or readability formula
    count words in letter (min of 100)
    count sentences in sample
    figure average words per sentense
    count long words (3 or more syllables)
    figure % of long words (divide total wds into long ones for %)
    add average words per sentence to long words %
    multiply by .4 for fog count

Elements of effective writing
    Shortness   avoid needless words & info
                 don't repeat incoming info
                 boil down relative clauses
                 use more verbs (active verbs)
                 don't double your trouble (seldom ever, absolutely complete,
                                    the reason is because, expired & termino
                 don't pad (this to ack; according to our records, kindly be advsd)
                 beware of technical phrases (on the basis of --, despite the fact-
                 don't use irrelevant "ifs" (provided that, unless, in the event the
                 dont confuse quantity with quality.

    Simplicity   know your subject (Knowledge is the source & foundation of good
                 avoid gobbledygook   writing)
                 use short words, sentences & paragraphs
                 aim for 21 words per sentence, about 165 syllables per 100 wds.
                 short paras not more than 7 lines
                 use talk words otherwise letter becomes stilted
                 be clear-tie thoughts together.

Strength-- don't explain your answer before giving it
don't make reader hunt
use specific concrete words
choose specific words
(structure--building--pentagon)
use more active words
don't hedge be positive(apparently, it appears, generally)
attend to your reader's wants

Sincerity - be human(use pronouns, names, etc)
write in human terms
be conversational (use contractions sometime)
don't overwhelm your reader
don't be arrogant or subservient
admit mistakes
tone - each one's style is different
(we are sorry to return your appl. you forgot to sign it on page 4)

Endings-analyze if you need an ending. If last para is pleasing don't add an
ending. If one needed, refer to last thought or main idea of letter into
the last line, or if you're seeing some, say hope to see you _____.

Some reference books on corres

on grammar by Porter G Perrin The Writer's Guide & index to English

Robert Gunning Technique of Clear Writing

from GPO by Uhlig AF Manual 10-4 Guide for AF Writing

Word Usage - Sir Ernst Gowers   Fowler's Modern English Usage
S.I.Hayakawa   Language in Thought and Action
Wm Strunk   Elements of Style.